

DOCUMENT RESUME

ED 220 169

JC 820 430

AUTHOR Crandall, William H.; Niesl, Joseph
TITLE A Curriculum Evaluation Study of Commercial Art Programs in the Wisconsin Vocational, Technical and Adult Schools: Final Report.
INSTITUTION Milwaukee Area Technical Coll., Wis.
PUB DATE [80]
NOTE 55p.
EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS *Art Education; College Graduates; *Commercial Art; *Employee Attitudes; *Employer Attitudes; *Employment Qualifications; Graduate Surveys; Job Performance; *Job Skills; Outcomes of Education; Program Evaluation; State Surveys; Technical Institutes; Two Year Colleges; Two Year College Students; Vocational Education
IDENTIFIERS *Wisconsin

ABSTRACT

A study of 2-year associate degree commercial arts programs in Wisconsin was conducted to determine the entry-level job requirements of commercial artists on a statewide basis; to identify skill tasks, performance levels, and learning experiences required of commercial artists; to evaluate the relevance of 2-year programs to industry requirements; and to ascertain revisions necessary to improve the quality of instruction and the relevance of programs. Personal interviews were conducted with art supervisors from a sampling of firms and with graduates from associate degree programs. In addition, questionnaires were sent to graduates from three Wisconsin colleges (N=180), employers of graduates (N=68), and various industrial employers thought to employ artists (N=99). Findings, based on responses from 38% of the graduates, 28% of the graduate employers, and 67% of the industrial employers, included the following: (1) the most common areas of employment were keyline, paste-up, advertising lay-out, and graphic design; (2) 48% of the graduates earned less than \$500 per month in their first job after graduation; (3) employers of graduates considered basic math knowledge, reading skills, printing terminology, drawing, and keyline/paste-up as essential skills for employees; and (4) general industrial employers felt courses should be required in drawing, keyline/paste-up, and graphic design. The report details survey responses and specifies the competencies required of commercial artists. (HB)

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ED220169

FINAL REPORT

Project No. 09-024-150-380

A CURRICULUM EVALUATION STUDY
OF COMMERCIAL ART PROGRAMS IN THE
WISCONSIN VOCATIONAL, TECHNICAL AND ADULT SCHOOLS

WILLIAM H. CRANDALL, PROJECT CHAIRMAN
JOSEPH NIESL, ASSISTANT PROJECT CHAIRMAN

MILWAUKEE AREA TECHNICAL COLLEGE
Milwaukee, Wisconsin

William A. Ramsey, District Director

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ACKNOWLEDGEMENTS

The writers would like to express their appreciation to those who contributed to this study.

To Mr. Torval Hendrickson, Chairman, Graphics Division, Western Wisconsin Technical Institute of LaCrosse

To Mr. Owen Kampen, Art Department, Madison Area Technical College

To Mr. Roland Krogstad, Research Consultant for the Wisconsin State Board of Vocational, Technical and Adult Education

To Dr. Dennis Redovich, Research Coordinator, Milwaukee Area Technical College

To Mr. A. Joseph Gadian, Dean, Graphic and Applied Arts Division, Milwaukee Area Technical College

To Mr. Harold Milbrath, Associate Dean, Graphic and Applied Arts Division, Milwaukee Area Technical College

To Dr. Spiro Mehail, Instruction Services, Milwaukee Area Technical College

To Mr. Paul Beck, District Coordinator, Scheduling and Programming, Milwaukee Area Technical College

To Mr. Dean Bauman, Computer Services, Milwaukee Area Technical College

To all the other personnel for their help in producing the questionnaires and producing of this report.

Finally, to all the graduates, their employers, artists, art supervisors and managers who completed the questionnaires and participated in the survey providing the necessary information for the study.

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CHAPTER I

INTRODUCTION

In order to ensure and maintain relevancy and quality in the two-year Associate Degree Commercial Art Programs offered through the State Vocational, Technical Adult Education system, a curriculum evaluation study was conducted. The study was conducted by the Art Department of Milwaukee Area Technical College with the assistance of the Madison Area Technical College and Western Wisconsin Technical Institute of LaCrosse.

OBJECTIVES

1. To determine the entry job requirements of commercial artists on a statewide basis.
2. To identify skill tasks, performance levels and related learning experiences required of commercial artists.
3. To evaluate relevancy of industry's requirements with existing two-year Commercial Art Associate Degree curriculum offered by the three state districts: Madison, Milwaukee, and LaCrosse, of the State Vocational, Technical, Adult Education system.
4. To ascertain revisions of the present commercial art programs necessary for improving the quality of instruction and relevance of the instructional programs.

CHAPTER II

PROCEDURES

An investigation and research for material was conducted. This investigation consisted of interviews with personnel from the Milwaukee Area Technical College responsible for or familiar with research and resource development, instructional development, studies, etc. Past questionnaires and studies were reviewed and compared for their effectiveness. Based on the findings, a procedure was developed for conducting this study.

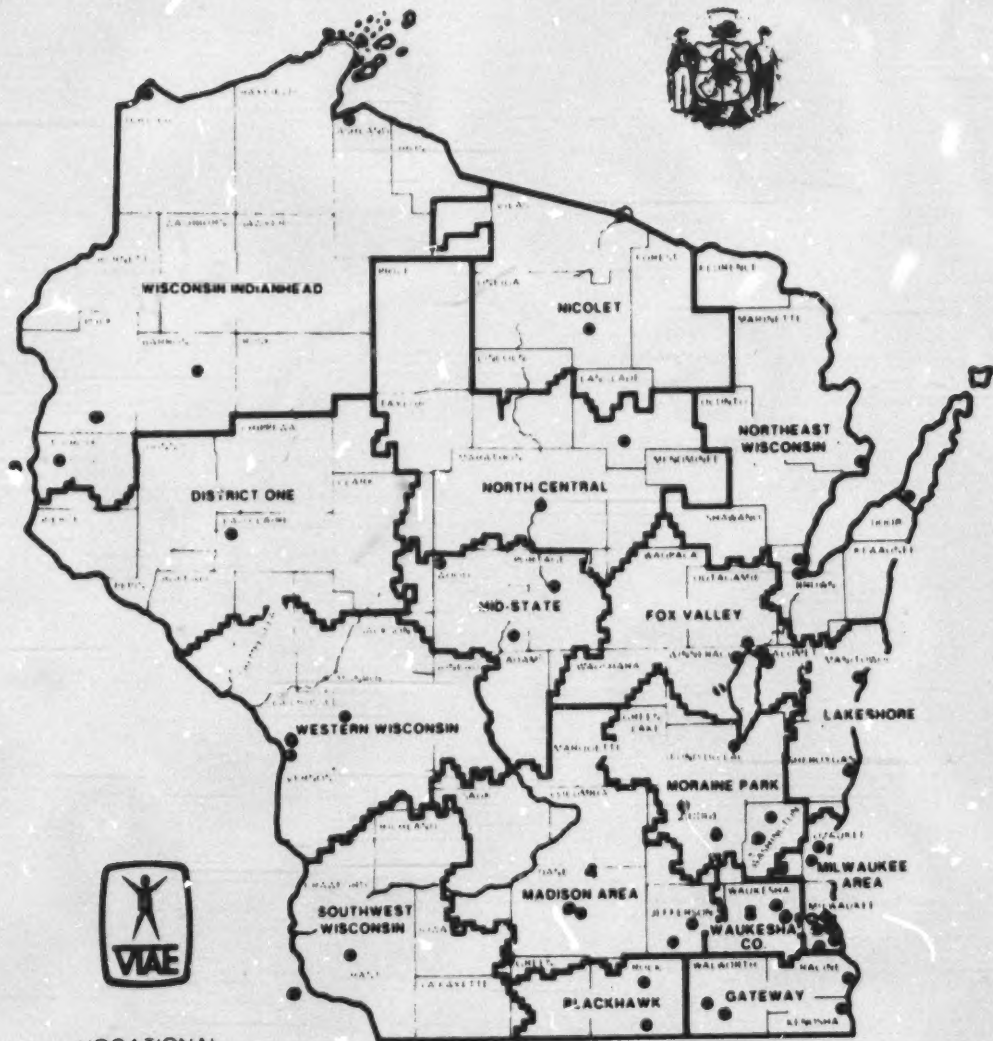
The study was divided into two forms of survey, personal interviews and mailed questionnaires. The personal interviews were of art supervisors from a representative sampling of industry, professional advertising agencies, art studios, and graduates from two year associate degree commercial art programs.

The mailed questionnaires were sent to three groups for sample studies. For each group a special questionnaire was developed and printed. The first study was of graduates from the two-year associate degree commercial art programs of the Madison Area Technical College, the Milwaukee Area Technical College, and Western Wisconsin Technical Institute of LaCrosse. The second grouping consisted of employers of associate degree Commercial art graduates. The third grouping was of industry in general which was thought to employ artists but was not known as to whether they employed graduates of a two-year associate degree program.

This third grouping, industry in general, consisted of a balanced representation of large, medium and small industries, retail stores, service firms, printing and publishing houses, art studios, audio-visual studios, display companies and advertising agencies. The selection of these firms was also made to assure as broad a coverage of the state as possible, understanding that most art positions are found in larger communities.

DISTRIBUTION OF QUESTIONNAIRES TO WISCONSIN INDUSTRY IN GENERAL

State of Wisconsin
BOARD OF VOCATIONAL, TECHNICAL
& ADULT EDUCATION



VOCATIONAL
TECHNICAL & ADULT
EDUCATION DISTRICTS
AND FULL-TIME CAMPUSES

TABLE II

DISTRIBUTION OF QUESTIONNAIRES TO INDUSTRY IN GENERAL

LIGHT INDUSTRIAL MANUFACTURING	HEAVY INDUSTRIAL MANUFACTURING	PRINTING AND PUBLISHING	TYPOGRAPHY
31%	12%	16%	3%
ART STUDIOS	DISPLAY DESIGN AND MANUFACTURING	SERVICE PUBLIC & PRIVATE	PAPER MANUFACTURERS & DISTRIBUTORS
18%	3%	5%	3%
DEPARTMENT STORES	T.V. STUDIOS	PUBLIC UTILITIES	TECHNICAL ART STUDIOS AND PUBLICATION
2%	3%	2%	2%

CHAPTER III

FINDINGS

In this chapter the responses to the questions, which are the findings, are presented on each actual questionnaire sent to the three groups - Graduates of Associated Degree Commercial Art Programs, Employers of Associate Degree Commercial Artists, and Supervisory Personnel from Industry in General.

All data shown is a percent of total itemized answers received. As per the example below, the total responses is 62 which equals 100%.

Rate the degree of knowledge that you as a commercial artist feel is necessary to do the type of work you are presently responsible for, in each of the areas listed below.

	Knowledge is Essential	Some Knowledge Essential	Some Knowledge Helpful	No Knowledge Necessary
MATHEMATICS	%	%	%	%
Basic Math	65	30	5	0

Table III shows the number of questionnaires distributed and percentage of returns for each group.

TABLE III

Number and Percent of Questionnaires Distributed and Returned

<u>Personnel Questionnaire Distributed to</u>	<u>Number Sent</u>	<u>Percentage Returned</u>
Graduates of State V.T.A.E. Associate Degree Commercial Art Programs	180	38%
Employers of Commercial Art Graduates	68	28%
Art Supervisors of Wisconsin Industries, Art Studios, Advertising Agencies, Printing & Publishing Firms and other Art Related Industries	99	67%

Number of personal interviews conducted for study - 14

Percentage of total study - 4%

COMMERCIAL ART
CURRICULUM
EVALUATION SURVEY

QUESTIONNAIRE

GRADUATE RESPONSES

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

GRADUATE RESPONSES

PART A — GENERAL INFORMATION

Please check or write in the appropriate answers to the following questions in this part of the questionnaire.

1. At what position in commercial art were you initially employed after graduating from a Vocational-Technical School?

5% Training level

3% Assistant Art Director

24% Keyline/Paste-up Artist

3% Art Director

18% Layout Artist

1% Assistant Production Manager

5% Photo Retoucher

3% Production Manager

10% Illustrator

16% Other (identify)

12% Graphic Designer

See APPENDIX I

2. What is your present position of responsibility?

17% Keyline/Paste-up Artist

8% Art Director

19% Layout Artist

2% Assistant Production Manager

8% Photo Retoucher

12% Graphic Designer

13% Illustrator

22% Other (identify)

1% Assistant Art Director

See APPENDIX I

3. What type of firm are you presently working for?

12% Art Studio

 Technical Illustration

12% Advertising Agency

 Sign Painting Shop

15% Printing/Publishing

2% Model Making

11% Light Manufacturing

 Aud./Vis. Studio

8% Heavy Manufacturing

 Sales: Retail 9% Wholesale

2% Display (P.O.P.)

 Service: Govn't 8% Private

5% Screen Process Printing

20% Other (identify)

See APPENDIX I

GRADUATE RESPONSES

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4. How many companies have you worked for since graduation from a Vocational-Technical school where you held positions in commercial art?

48% one 26% two 13% three 10% four 3% five or more

5. How long have you worked for your present employer?

23% less than a year 20% three to four years
38% one to two years 19% more than five years

6. What was your approximate starting salary or rate of pay per month when you were initially employed as a commercial artist after graduating from a Vocational-Technical school?

48% less than \$500 monthly 2% \$900 — \$1000 monthly
29% \$600 — \$700 monthly 3% \$1000 — \$1500 monthly
8% \$700 — \$800 monthly more than \$1500 monthly
10% \$800 — \$900 monthly

7. What is your present salary or rate of pay per month?

14% less than \$500 monthly 14% \$900 — \$1000 monthly
14% \$600 — \$700 monthly 34% \$1000 — \$1500 monthly
5% \$700 — \$800 monthly 10% more than \$1500 monthly
9% \$800 — \$900 monthly

PART B — INFORMATION ON TRAINING, COURSES AND SKILLS.

On the following pages are questions dealing with the importance of certain skill and subject areas you as a commercial artist feel have prepared you or would best prepare you to do the type of work you are normally responsible for.

8. Please give us your overall rating of the training you received while attending a Vocational-Technical school as it relates to the requirements of your job.

48% Excellent 22% Very Good 14% Good 16% Fair 0% Poor

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

GRADUATE RESPONSES

3

9. Rate the degree of knowledge that you as a commercial artist feel is necessary to do the type of work you are presently responsible for in each of the areas listed below.

	Knowledge is Essential %	Some Knowledge Essential %	Some Knowledge Helpful %	No Knowledge Necessary %
MATHEMATICS				
Basic Math	[65]	[30]	[5]	[0]
Algebra	[8]	[23]	[38]	[31]
Geometry	[13]	[31]	[32]	[24]
Trigonometry	[3]	[8]	[28]	[60]

SCIENCE

Botany	[0]	[5]	[31]	[64]
Zoology	[0]	[8]	[26]	[66]
Chemistry	[5]	[10]	[56]	[28]
Physics	[3]	[8]	[48]	[41]

GENERAL EDUCATION

Communication Skills (written)	[64]	[22]	[11]	[2]
Communication Skills (oral)	[76]	[13]	[8]	[3]
Reading Skills	[77]	[17]	[6]	[0]
Psychology of Human Relations	[52]	[32]	[14]	[2]
American Institutions	[7]	[25]	[48]	[20]
Principles of Advertising	[77]	[16]	[7]	[0]
Business and Industrial Relations	[40]	[40]	[17]	[3]
Small Business Management	[38]	[22]	[29]	[11]
Typing	[35]	[22]	[33]	[10]

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GRADUATE RESPONSES

GRAPHIC PRODUCTION

	Knowledge is Essential %	Some Knowledge Essential %	Some Knowledge Helpful %	No Knowledge Necessary %
Printing Terminology	[77]	[16]	[3]	[4]
Printing Methods and Concepts	[79]	[14]	[5]	[2]
Typography	[78]	[17]	[3]	[2]
Bindery Production Methods	[27]	[45]	[19]	[9]
Stripping — Platemaking	[45]	[28]	[20]	[7]

PHOTOGRAPHY

History — Trends and Artists	[7]	[28]	[47]	[18]
General Techniques	[53]	[33]	[12]	[2]
Laboratory Procedures	[47]	[29]	[16]	[8]
Lighting	[42]	[32]	[22]	[4]

ART

History — Primitive to Present	[2]	[32]	[32]	[34]
History of Advertising	[10]	[39]	[33]	[18]
Drawing	[75]	[19]	[5]	[1]
Figure Drawing	[48]	[34]	[11]	[7]
Technical Drawing	[69]	[19]	[10]	[2]
Perspective	[73]	[19]	[6]	[2]
2-Dimensional Design	[71]	[15]	[12]	[2]
3-Dimensional Design	[58]	[22]	[17]	[3]
Color Theory — Interaction	[57]	[24]	[13]	[6]
Print Making — Intaglio, Etching, etc.	[22]	[41]	[22]	[15]
Lettering	[70]	[20]	[10]	[0]
Typography Design	[77]	[15]	[3]	[5]

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

GRADUATE RESPONSES

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	Knowledge is Essential %	Some Knowledge Essential %	Some Knowledge Helpful %	No Knowledge Necessary %
ART Cont'd				
Airbrush	[43]	[27]	[24]	[6]
Keyline/Paste-up	[92]	[5]	[3]	[0]
Package Design	[34]	[27]	[27]	[12]
Display Design — Point of Purchase	[31]	[27]	[32]	[10]
Display Design — Exhibit	[31]	[25]	[38]	[8]
Product Design	[32]	[27]	[32]	[9]
Graphic Design	[67]	[20]	[9]	[4]
Advertising Layout	[75]	[9]	[12]	[4]
Fashion Illustration	[18]	[28]	[33]	[21]
Advertising Illustration	[56]	[30]	[6]	[8]
Editorial Illustration	[25]	[28]	[30]	[17]
Technical Illustration	[53]	[20]	[24]	[3]
Cartooning	[18]	[35]	[35]	[12]
Animation	[12]	[27]	[32]	[29]
Model Making	[17]	[19]	[34]	[30]
Architectural Rendering	[21]	[24]	[35]	[20]
Environmental Design	[13]	[25]	[37]	[25]
Painting, Oil	[2]	[22]	[37]	[39]
Painting, Watercolor	[14]	[20]	[38]	[28]
Show Card Lettering	[30]	[37]	[22]	[11]
Sign Painting	[33]	[29]	[30]	[8]

Please list and evaluate any other courses you have taken or would like to see offered in a two-year associate degree commercial art program.

See APPENDIX I	[]	[]	[]	[]
	[]	[]	[]	[]
	[]	[]	[]	[]

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GRADUATE RESPONSES

10. The following is a list of skills and tools which you as a commercial artist might perform and use during your normal day-to-day functions. Please rate the degree of frequency and importance in relationship to your job.

	Essential Used All The Time %	Important Used Frequently %	Helpful Used Infrequently %	Not Necessary Rarely or Never Employed %
MECHANICAL DRAWING TOOLS				
Dividers	[14]	[10]	[43]	[33]
Ruling pens	[32]	[20]	[28]	[20]
Compass	[25]	[37]	[32]	[6]
T-square	[76]	[12]	[10]	[2]
Triangle	[87]	[10]	[3]	[0]
French curves	[29]	[34]	[29]	[8]
Technical pens	[87]	[7]	[3]	[3]
Lettering pens — Graphqs, Wrico	[29]	[21]	[29]	[21]
Other				
See APPENDIX I	[65]	[35]	[0]	[0]

DRAWING AND RENDERING TOOLS

Graphite — pencils, sticks	[53]	[24]	[17]	[6]
Pen and ink	[60]	[17]	[12]	[11]
Pastels	[3]	[14]	[42]	[41]
Charcoal — stick or pencil	[1]	[18]	[52]	[29]
Markers	[64]	[17]	[16]	[3]
Other				
See APPENDIX I	[63]	[37]	[0]	[0]

PAINTING MATERIALS

Acrylics	[2]	[22]	[38]	[38]
Designer colors	[16]	[17]	[36]	[31]
Watercolors — Transparent	[17]	[14]	[43]	[26]

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

GRADUATE RESPONSES

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	Essential Used All The Time %	Important Used Frequently %	Helpful Used Infrequently %	Not Necessary Rarely or Never Employed %
PAINTING MATERIALS Cont'd				
Colored inks/dyes	[15]	[19]	[35]	[31]
Oil paints	[0]	[5]	[25]	[70]
Tempera colors	[10]	[9]	[28]	[53]
Other				
See APPENDIX I	[17]	[17]	[33]	[33]

MISCELLANEOUS MATERIAL AND EQUIPMENT

Rubber cement	[42]	[18]	[24]	[16]
Waxer	[64]	[10]	[5]	[21]
Spray adhesive	[46]	[23]	[27]	[4]
Photo stats	[77]	[13]	[5]	[5]
Light tables	[56]	[31]	[8]	[5]
Projectors — Goodkin, Art-o-graph	[41]	[23]	[17]	[19]
Opaque projectors	[19]	[12]	[28]	[41]
Camera, 35mm	[30]	[15]	[33]	[22]
Polaroid camera	[25]	[20]	[34]	[21]
Transfer type — Prestype, etc.	[58]	[32]	[5]	[5]
Shading sheets — Zipatone, etc.	[48]	[31]	[16]	[5]
Overlay sheets — Burgess, Cello-tak	[40]	[27]	[14]	[19]
Phototype compositor	[55]	[17]	[17]	[11]
Other material or equipment				
Cutting Knives	[81]	[19]	[0]	[0]
Screen Process Printing	[69]	[23]	[8]	[0]
	[]	[]	[]	[]
	[]	[]	[]	[]

GRADUATE RESPONSES



Please write any further comments or information you feel might be useful in improving the commercial art instructional program.

Thank you for filling out this questionnaire. Use the envelope provided for returning the completed questionnaire.

Your Name _____ Date _____

**COMMERCIAL ART
CURRICULUM
EVALUATION SURVEY**

QUESTIONNAIRE

EMPLOYERS RESPONSES

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

EMPLOYERS RESPONSES

Company Name _____ City _____

Please check or write in the appropriate answers to the following questions.

1. Which best describes the activity of your firm?

- | | |
|-----------------------------------|---|
| <u>17%</u> Art Studio | <u>0</u> Technical Illustration |
| <u>13%</u> Advertising Agency | <u>0</u> Sign Painting Shop |
| <u>3%</u> Printing/Publishing | <u>0</u> Model Making |
| <u>13%</u> Light Manufacturing | <u>7%</u> Aud./Vis. Studio |
| <u>7%</u> Heavy Manufacturing | <u>20%</u> Sales: Retail <u>17%</u> Wholesale <u>3%</u> |
| <u>3%</u> Display (P.O.P) | <u>10%</u> Service: Gov'n't <u>3%</u> Private <u>7%</u> |
| <u>7%</u> Screen Process Printing | <u> </u> Other (identify) _____ |

2. What is the approximate number of total employees presently working for your company locally?

- | | |
|--------------------------|----------------------------|
| <u>55%</u> Less than 100 | <u>15%</u> 500 — 799 |
| <u>5%</u> 100 — 299 | <u>0</u> 800 — 1,000 |
| <u>10%</u> 300 — 499 | <u>15%</u> More than 1,000 |

3. What is the approximate number of commercial artists presently working for your company locally?

- | | |
|---------------------------------|---------------------------------|
| <u>1 to 9</u> Full-time artists | <u>1 to 5</u> Part-time artists |
|---------------------------------|---------------------------------|

4. Is artwork the sole responsibility of your artists or are other tasks required of them?

- | | |
|--------------------------------|---------------------------------|
| <u>53%</u> Sole responsibility | <u>47%</u> Other tasks required |
|--------------------------------|---------------------------------|

5. If your answer is the latter, what task(s) are they required to perform?

See APPENDIX II

6. In which of the areas listed below do the two-year Associate Degree Commercial Artists in your employment work?

- | | |
|-------------------------------|---------------------------------|
| <u>24%</u> Keyline/Paste-up | <u>7%</u> Art Direction |
| <u>6%</u> Photo Retouching | <u>7%</u> Production Management |
| <u>21%</u> Advertising Layout | <u>14%</u> Illustration |
| <u>3%</u> Editorial Layout | Please define _____ |
| <u>18%</u> Graphic Design | Other <u>See APPENDIX II</u> |

(2)

EMPLOYERS RESPONSES

7. Listed below are areas of knowledge which are related to and supportive of commercial art functions and areas of general knowledge. Please rate the degree of knowledge your company would expect a two-year Associate Degree Commercial Artist to have in each of the areas listed, if he or she were employed in your company.

	Knowledge is Essential %	Some Knowledge Essential %	No Knowledge Necessary %
MATHEMATICS			
Basic Math	[84]	[16]	[0]
Algebra	[0]	[35]	[65]
Geometry	[0]	[65]	[35]
Trigonometry	[0]	[6]	[94]

SCIENCE

Botany	[0]	[16]	[84]
Zoology	[0]	[16]	[84]
Chemistry	[0]	[37]	[63]
Physics	[0]	[42]	[58]

GENERAL EDUCATION

Communication Skills (written)	[68]	[32]	[0]
Communication Skills (oral)	[68]	[32]	[0]
Reading Skills	[89]	[11]	[0]
Psychology of Human Relations	[21]	[63]	[11]

GENERAL EDUCATION

U.S. History	[0]	[37]	[63]
Advertising	[68]	[32]	[0]
Business and Industrial Relations	[24]	[59]	[17]
Small Business Management	[22]	[33]	[45]
Typing	[16]	[42]	[42]

Please add any other subject in the above areas and evaluate.

See APPENDIX II	[]	[]	[]
	[]	[]	[]

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

EMPLOYERS RESPONSES

3

	Knowledge is Essential %	Some Knowledge Essential %	No Knowledge Necessary %
GRAPHIC PRODUCTION			
Printing Terminology	[89]	[6]	[5]
Printing Methods and Concepts	[79]	[16]	[5]
Stripping — Platemaking	[26]	[68]	[6]
Bindery Production Methods	[32]	[47]	[21]

PHOTOGRAPHY

History — Trends and Artists	[0]	[53]	[47]
General Techniques	[50]	[44]	[6]
Laboratory Procedures	[12]	[76]	[12]
Lighting	[33]	[56]	[11]

ART

History — Primitive to Present	[0]	[63]	[37]
History of Advertising	[16]	[63]	[21]
Drawing	[84]	[16]	[0]
Figure Drawing	[58]	[42]	[0]
Technical Drawing	[63]	[37]	[0]
Perspective	[79]	[16]	[5]
2-Dimensional Design	[84]	[11]	[5]
3-Dimensional Design	[56]	[39]	[5]
Color Theory — Interaction	[79]	[16]	[5]
Print Making — Intaglio, Etching, etc.	[21]	[42]	[37]
Lettering	[74]	[26]	[0]
Typography Design	[74]	[26]	[0]
Airbrush	[16]	[74]	[10]

EMPLOYERS RESPONSES

4

	Knowledge is Essential %	Some Knowledge Essential %	No Knowledge Necessary %
ART Cont'd			
Keyline/Paste-up	[95]	[5]	[0]
Package Design	[42]	[53]	[5]
Display Design — Point of Purchase	[32]	[63]	[5]
Display Design — Exhibit	[32]	[58]	[10]
Product Design	[42]	[32]	[26]
Graphic Design	[63]	[37]	[0]
Advertising Layout	[79]	[16]	[5]
Fashion Illustration	[11]	[47]	[42]
Advertising Illustration	[63]	[26]	[11]
Editorial Illustration	[10]	[68]	[22]
Technical Illustration	[28]	[56]	[16]
Cartooning	[5]	[63]	[32]
Animation	[4]	[58]	[38]
Model Making	[11]	[39]	[50]
Architectural Rendering	[5]	[53]	[42]
Environmental Design	[0]	[32]	[68]
Painting, Oil	[5]	[47]	[48]
Painting, Watercolor	[5]	[47]	[48]

8. In the space provided, please list and evaluate any additional areas of knowledge which you feel should be taught in a two-year Associate Degree Commercial Art program.

	Knowledge is Essential	Some Knowledge Essential	No Knowledge Necessary
See APPENDIX II	[]	[]	[]
	[]	[]	[]
	[]	[]	[]

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

EMPLOYERS RESPONSES

5

9. After an initial period of time in your firm, in what areas do you find two-year Associate Degree Commercial Artists generally **lack** an adequate training background?

See APPENDIX II

10. The following is a list of skills and tools which a commercial artist might perform and use during their normal day-to-day functions. Please rate the degree of frequency and importance of only those elements you feel a two-year Associate Degree Commercial Art Graduate should be able to use or perform if they were employed in your firm and working as an artist.

	Essential Used All The Time %	Important Used Frequently %	Helpful Used Infrequently %
MECHANICAL DRAWING TOOLS			
Dividers	[29]	[36]	[35]
Ruling pens	[56]	[28]	[16]
Compass	[28]	[56]	[16]
T-square	[94]	[0]	[6]
Triangle	[100]	[0]	[0]
French curves	[44]	[50]	[6]
Technical pens	[72]	[17]	[11]
Lettering pens — Graphos, Wrico	[29]	[42]	[29]
Others:			
See APPENDIX II	[]	[]	[]
	[]	[]	[]
	[]	[]	[]

EMPLOYERS RESPONSES

6

	Essential Used All The Time %	Important Used Frequently %	Helpful Used Infrequently %
DRAWING AND RENDERING TOOLS			
Graphite — pencils, stick	[50]	[28]	[22]
Pen and ink	[58]	[32]	[10]
Pastels	[10]	[18]	[72]
Charcoal: stick, pencil	[22]	[10]	[68]
Markers	[83]	[11]	[5]
Others:			
See APPENDIX II	[]	[]	[]
	[]	[]	[]

PAINTING MATERIALS

Acrylics	[19]	[31]	[50]
Designer colors	[12]	[47]	[41]
Watercolors — transparent	[11]	[21]	[68]
Colored inks/dyes	[18]	[29]	[53]
Oil paints	[0]	[12]	[88]
Tempera colors	[12]	[41]	[47]
Others:			
See APPENDIX II	[]	[]	[]
	[]	[]	[]

MISCELLANEOUS MATERIAL AND EQUIPMENT

Rubber cement	[58]	[37]	[5]
Waxer	[42]	[32]	[26]
Spray adhesive	[39]	[39]	[22]
Photo stats	[75]	[20]	[5]

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

EMPLOYERS RESPONSES

7

10. The following is a list of skills and tools which a commercial artist might perform and use during their normal day-to-day functions. Please rate the degree of frequency and importance of only those elements you feel a two-year Associate Degree Commercial Art Graduate should be able to use or perform if they were employed in your firm and working as an artist.

	Essential Used All The Time %	Important Used Frequently %	Helpful useful Infrequently %
MISCELLANEOUS MATERIAL AND EQUIPMENT Cont'd			
Light tables	[42]	[32]	[26]
Projectors: Goodkin, Art-o-graph	[37]	[37]	[26]
Opaque projectors	[6]	[28]	[66]
Camera, 35mm	[25]	[13]	[62]
Polaroid camera	[33]	[50]	[17]
Transfer type: Prestype, etc.	[63]	[26]	[11]
Shading sheets: Zipatone, etc.	[33]	[39]	[28]
Overlay sheets: Burgess, Cello-tak	[65]	[18]	[17]
Photo typesetters	[47]	[6]	[47]
OTHER MATERIAL OR EQUIPMENT			
See APPENDIX II	[]	[]	[]
	[]	[]	[]
	[]	[]	[]
	[]	[]	[]
	[]	[]	[]

Please write any further comments or information you feel might be useful in improving the commercial art instructional program.

See APPENDIX II

**COMMERCIAL ART
CURRICULUM
EVALUATION SURVEY**

QUESTIONNAIRE

INDUSTRY IN GENERAL RESPONSES

COMMERCIAL ART CURRICULUM EVALUATION SURVEY

INDUSTRY IN GENERAL RESPONSES

Company Name _____ City _____

Which best describes your business?

<u>15%</u> Art Studio	<u>3%</u> Sales: <u>2</u> Retail <u>1</u> Wholesale
<u>9%</u> Advertising Agency	<u>3%</u> Service: <u>1</u> Government <u>2</u> Private
<u>15%</u> Printing/Publishing	<u>2%</u> Technical Illustrators
<u>17%</u> Light Manufacturing	<u>1%</u> Sign Painting Shop
<u>13%</u> Heavy Manufacturing	_____ Model Maker
<u>3%</u> Display (P.O.P.)	<u>4%</u> A/V Studio
<u>1%</u> Screen Process Printing	<u>2%</u> Photo Studio
	<u>12%</u> Other (identify) <u>See APPENDIX III</u>

What is the primary function of your business?

Is there a secondary function in your business? 37% Yes 63% No

If yes, please describe briefly.

<u>Less than 100...22</u>	<u>600-1500...11</u>
<u>100-500...12</u>	<u>Over 1500...12</u>

What is the approximate number of your employees, locally?

How many commercial or graphic artists do you employ? 285 Full time 240 Part time 45

Is art work their only responsibility? 91% Yes 9% No

If no, is art work their primary 98% secondary 2% responsibility?

What number of your artists do creative work? 56% Production work? 44%

Art supportive work? 34%

*

Check the following job categories the artist(s) work in.

<u>12%</u> Art direction	<u>6%</u> Retouching
<u>13%</u> Illustration	<u>11%</u> Lettering
<u>17%</u> Keyline/paste-up	<u>8%</u> Other, briefly describe
<u>17%</u> Layout	_____
<u>16%</u> Design	_____

* Total 327 Responses

INDUSTRY IN GENERAL RESPONSES

2

What secondary functions are required of the artist? Describe briefly.

What level of art training is required for the position(s)?

37% 4 year art school

5% None

47% 2 year art school

4% More than 4 year art school

7% High school

Additional on-the-job training is required 92% yes 8% no.

This is due to lack of preparedness 30% nature of the job 70%.

Check the appropriate column of courses which should be offered in preparing people for an art career in your business.

	Courses Which Are Necessary, Should Be Required	Courses Which Would Be Helpful	Not Needed
	%	%	%
Drawing	[92]	[7]	[1]
Perspective	[72]	[24]	[4]
Design: 2-Dimensional	[68]	[27]	[5]
Design: 3-Dimensional	[56]	[33]	[11]
Design: Color	[79]	[14]	[7]
Figure Drawing	[77]	[16]	[7]
Illustration	[40]	[44]	[16]
Airbrush	[76]	[21]	[3]
Lettering	[43]	[36]	[21]
Advertising Layout	[67]	[26]	[7]
Preparing Art for Reproduction	[84]	[13]	[3]
Mechanical Keyline Paste-up	[92]	[5]	[3]
Sign Painting	[86]	[11]	[3]
Display Design — Point of Purchase	[6]	[46]	[48]
Display Design — Exhibit, Retail Store	[26]	[54]	[20]

INDUSTRY IN GENERAL RESPONSES

3

Check the appropriate column of courses which should be offered in preparing people for an art career in your business.

	Courses Which Are Necessary, Should Be Required	Courses Which Would Be Helpful	Not Needed
	%	%	%
Graphic Design	[93]	[7]	[0]
Package Design	[31]	[52]	[17]
Industrial Design	[25]	[51]	[24]
Art for Television	[20]	[40]	[40]
Technical Illustration	[30]	[54]	[16]
Exploded View	[28]	[46]	[26]
Textile Design	[3]	[17]	[80]
Sculpture (introduction)	[5]	[26]	[69]
Sculpture (wood)	[0]	[25]	[75]
Sculpture (metal)	[2]	[17]	[81]
Art Metal (jewelry)	[2]	[12]	[87]
Art History (survey)	[15]	[30]	[55]
Photography (introduction)	[56]	[42]	[2]
Printing (introduction)	[58]	[40]	[2]
Printmaking (etching/relief)	[5]	[54]	[41]
Screenprinting (introduction)	[18]	[59]	[23]
Advertising (survey of media)	[41]	[48]	[11]
American Institutions (government)	[7]	[25]	[68]
Communication Skills (English)	[55]	[36]	[9]
Principles of Economics	[17]	[53]	[30]
Small Business Management	[13]	[45]	[42]
Typing	[18]	[27]	[55]
Psychology of Human Relations	[25]	[54]	[21]

INDUSTRY IN GENERAL RESPONSES

4

Check the appropriate column of courses which should be offered in preparing people for an art career in your business.

	Courses Which Are Necessary, Should Be Required %	Courses Which Would Be Helpful %	Not Needed %
Scenic/Costume Design	[0]	[17]	[83]
Interior Design	[3]	[41]	[56]
Fashion Design	[4]	[20]	[76]
Product Design	[30]	[41]	[29]
Cartooning	[12]	[59]	[29]
Computer Graphics	[18]	[48]	[34]
— Others —			
<u>See APPENDIX III</u>	[]	[]	[]
	[]	[]	[]
	[]	[]	[]
	[]	[]	[]
	[]	[]	[]

Please write any further comments or information you feel might be useful in improving the commercial art instructional program.

Would you like to receive a copy of the results of this survey? ____ Yes ____ No

Thank you for filling out this questionnaire.

CHAPTER IV

SUMMARY

The purpose of this study was to evaluate the present two-year Associate Degree Commercial Art curriculums in the State Vocational, Technical and Adult Education system. A separate questionnaire was specially developed for each of the three groups surveyed. One group surveyed was composed of graduates of two-year Associate Degree Commercial Art programs from the Madison Area Technical College, the Milwaukee Area Technical College and Western Wisconsin Technical Institute of LaCrosse. Another group surveyed consisted of employers of some of the above graduates. The third group surveyed were supervisory personnel of Wisconsin industries, art studios, advertising agencies, printing and publishing firms, audio-visual studios, T.V. stations and other art related companies.

As a summary to this study, a discussion of some of the findings will be made for each of the objectives.

1. To determine the entry job requirements of commercial artists on a statewide basis.

According to data received, most employment was in the area of keyline and paste-up. The survey of Graduates of the Associate Degree Commercial Art program responses indicated 24% initially employed in keyline and paste-up. This is the highest of all employed positions. Employers of Graduates survey responses also substantiated this figure with 24% indicating beginning employment in keyline and paste-up. Responses from the Industry in General survey showed 98% rated keyline and paste-up a necessary course.

The primary entry job requirements would be to be able to perform the tasks of Keyline and Paste-up and to prepare Camera-ready Art. The graduate should possess the skills and ability to use the tools required and understand the relation of basic printing methods.

The next two strong areas of employment are in Advertising Layout and Graphic Design. Responses from graduates indicated 18% initial employment in Layout, 12% in Graphic Design. Employers of Graduates indicated 21% Layout and 18% Graphic Design employment. Industry in General responses indicated the courses which should be offered - 98% Layout and 100% Graphic Design.

The graduate, for initial employment, should have the skills and be able to perform the tasks of Advertising Layout and Graphic Design. The graduate should also have a thorough comprehension of Typography, Typographic Design and Copy-casting. Graduate response data indicated 98% Typography and 95% Typographic Design. Employers indicated a response of 100% for Typographic Design.

In addition, a strong foundation in the basic art skills is necessary from which graduates can eventually develop their specialities. The combined survey data showed these courses to be Drawing, Figure Drawing, Perspective, Design, Color and Lettering.

TABLE IV

The Percentage Totals from the Three Groups

	<u>Graduates</u>	<u>Employers</u>	<u>Industry in General</u>
Drawing	98%	100%	98%
Figure Drawing	93%	100%	
Perspective	98%	95%	96%
Color	94%	98%	93%
Design	98%	95%	
Lettering	100%	100%	79%

2. To identify skill tasks, performance levels and related learning experiences required of Commercial Artists.

The range of duties of a Commercial Artist varies with each employer, budget, and scope of operation. In a large art studio which employs many people, the commercial artist may perform only one type of work, such as Layout Artist, Graphic Designer, Paste-up Artist, Letterer or Retoucher. In a small organization or as captive in-plant artist in an industrial firm, the commercial artist may perform many over-lapping duties.

The following competencies needed by Commercial Artists are:

- A. To be able to select proper drawing instruments, equipment and material for their particular application.
 1. Mechanical Drawing Tools
 2. Drawing and Rendering Tools
 3. Painting Materials
 4. Miscellaneous Material and Equipment
- B. To be able to apply the elements of design and composition in the preparation of Commercial Artwork in each of the following key areas:
 1. Advertising Layout
 2. Graphic Design
 3. Keyline and Paste-up
 4. Copy Reproduction (Camera-ready Art)
 5. Illustration
 6. Lettering and Typography
 7. Mechanical Photo Retouching (Airbrush)
- C. To be able to apply the General Techniques and Laboratory Procedures of Photography related to Commercial Art.
 1. Lens selection
 2. Camera Operation (35mm, 2-1/4 sq. reflex)
 3. Processing Chemistry
 4. Black and Color Film

D. To be able to apply the Printing Methods and Concepts, Stripping, Platemaking, Typography, and Finishing Production Methods as related to Commercial Art.

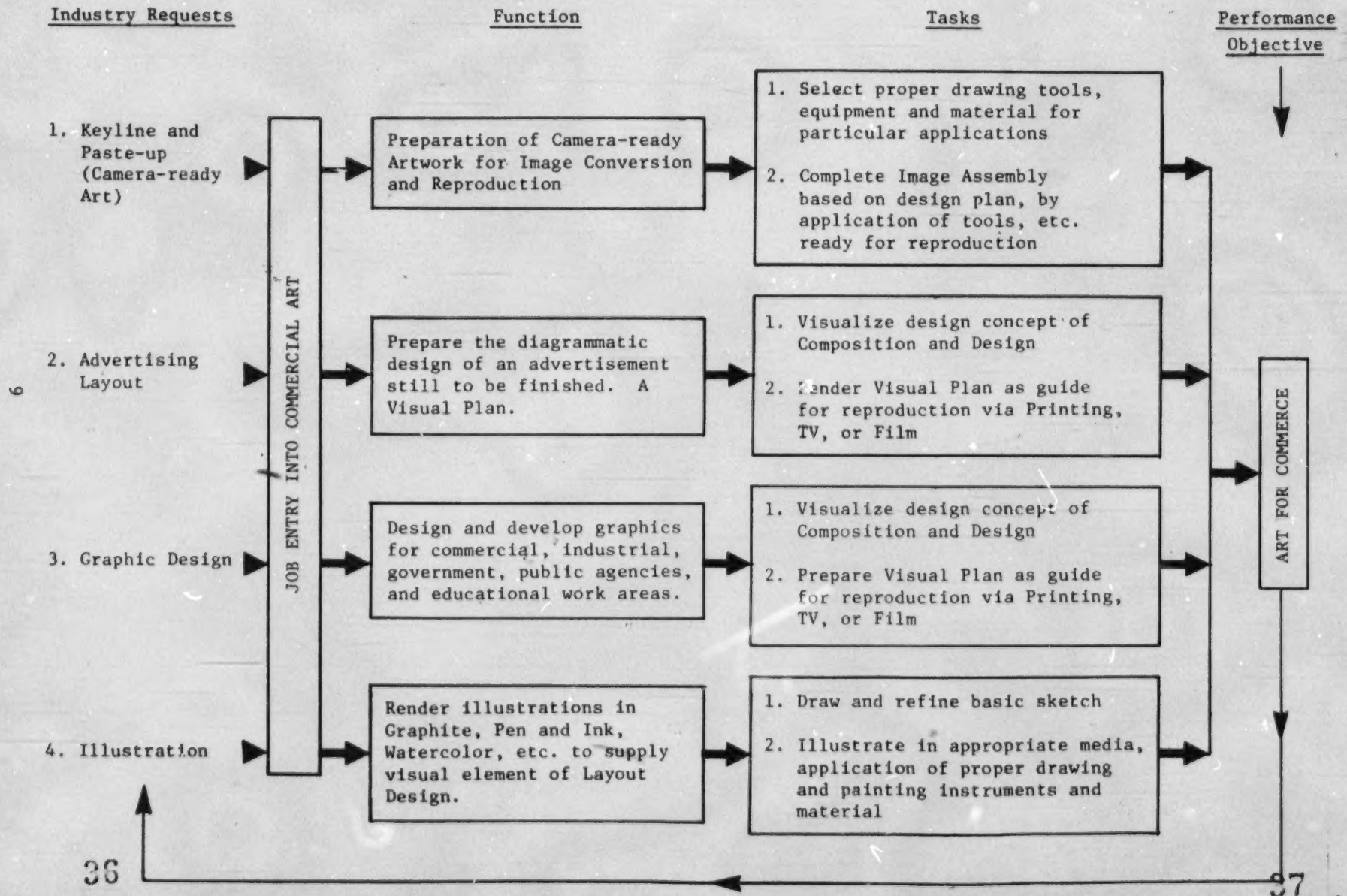
1. Line Copy and Art
2. Continuous Tone Photo Conversions (Halftones)
3. Hand and Machine Composition
4. Process Camera Operation
5. Paper and Ink Characteristics
6. Bindery Operations
7. Cost Factors

See Table V Competencies

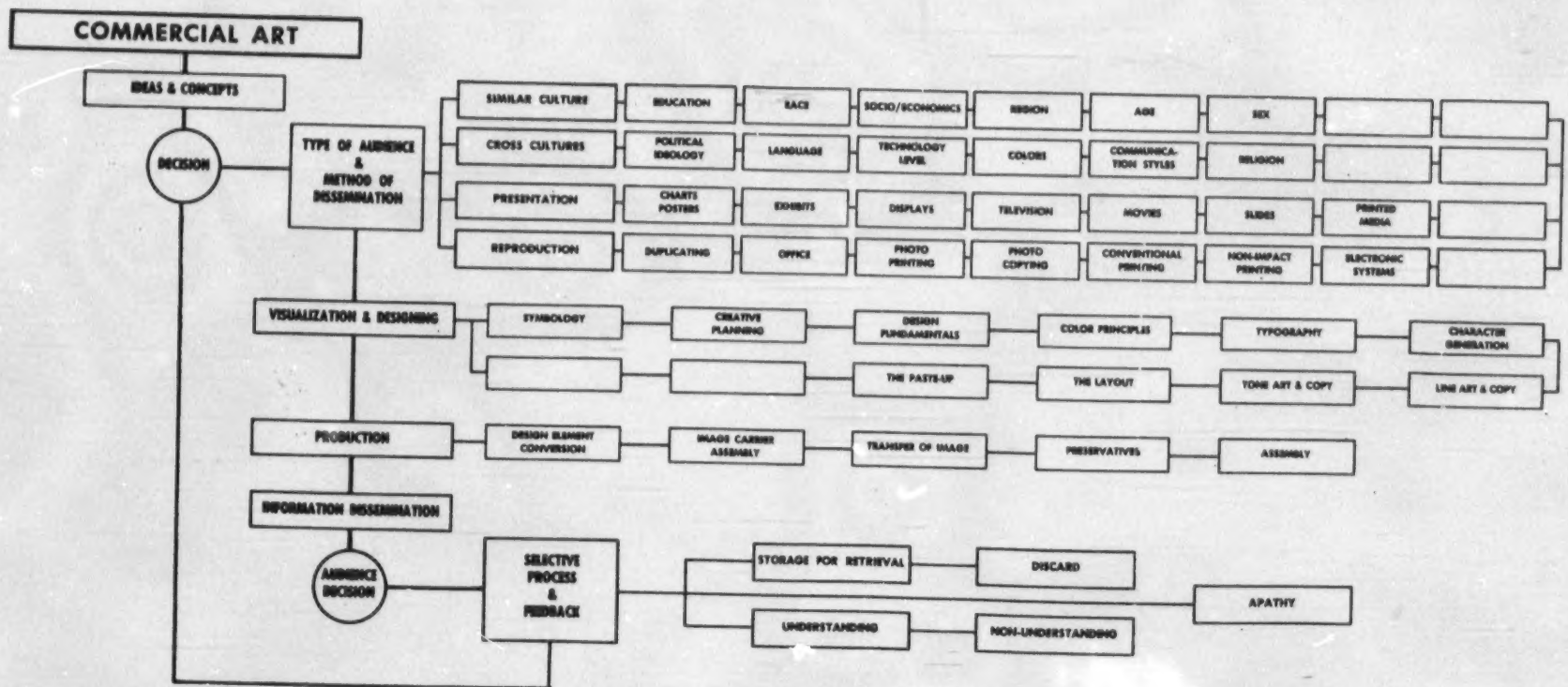
Performance level of graduates appears to be 70% effectiveness according to data received from supervisory personnel responding. The term "graduates" includes graduates from two-year Associate Degree Commercial Art programs, and Art graduates from four-year art schools and four-year University system.

Data showed that 92% of the supervisors stated additional training was required by beginning artists; however, 70% reported this was due to the nature of the job, 30% stated this was due to lack of preparedness.

TABLE V - COMPETENCIES



This chart is essentially a model illustrating the systems approach to the production of Commercial Art materials



3. To evaluate relevancy of industry's requirements with existing two-year Commercial Art Associate Degree curriculum offered by the three state districts: Madison, Milwaukee and LaCrosse, of the State Vocational, Technical, Adult Education system.

In order to evaluate the industry with the curriculum, an understanding of the industry and an awareness of the internal and external environment of the business enterprise are essential for interpreting the rate and the function of Commercial Art industry within the Graphic Arts industry.

A basic understanding about the structure and operation of the various types of business organizations comprising the diverse visual communications industry is essential to the student of Commercial Art.

An awareness of the realm of the visual communication industry including both commercial and in-plant operations is also essential to the student of Commercial Art.

The industry is primarily producing visual communication materials in the areas of advertising, TV, instructional aides, photography, packaging, industrial graphics, and audio/visual production. The paramount concern and effort of the Commercial Artist is to visually conceptualize an idea or product to its ultimate use in some form of graphic visual reproduction. The artist performs in a variety of disciplines to achieve the finished product, such as: Graphic Design, Layout, Keyline and Paste-up, Illustration, Retouching or Lettering.

The existing Commercial Art programs as offered by the three two-year institutes, Madison, Milwaukee, and LaCrosse, are in harmony with the needs of industry, job placement, and preparation of Commercial Art students for these jobs.

The results of the three surveys completed, Employer, Graduates and General, substantiated the relevancy of industry requirements with the curriculum offered on the basis of the supportive data presented as follows:

1. General Industry Survey (Employment On-the-Job Preparedness)

- a. 70% of graduates employed were prepared for on-the-job entry.

2. Employer Survey (Areas of Employment)

- a. 24% graduates employed in Keyline and Paste-up
- b. 21% graduates employed in Layout
- c. 18% graduates employed in Graphic Design
- d. 14% graduates employed in Illustration
- e. 6% graduates employed in Retouching (Photo)

83% employed in key areas

3. Graduate Survey (Present Position of Responsibility)

- a. 17% graduates employed in Keyline and Paste-up
- b. 19% graduates employed in Layout
- c. 12% graduates employed in Graphic Design
- d. 13% graduates employed in Illustration
- e. 8% graduates employed in Retouching (Photo)

69% employed in key areas

4. General Industry Survey (Artist/Job Categories)

- a. 17% Keyline and Paste-up
- b. 17% Layout
- c. 16% Design
- d. 13% Illustration
- e. 11% Lettering
- f. 6% Retouching

80% Key job areas

<u>DEGREE OF KNOWLEDGE</u>		
	<u>Knowledge is Essential</u>	<u>Some Knowledge is Essential</u>
1. <u>Employer Survey</u>		
a. Art		
1. Keyline and Paste-up	92%	5%
2. Layout	79%	16%
3. Graphic Design	63%	37%
4. Illustration	63%	26%
b. Graphic Production		
1. Printing Methods	79%	16%
2. Stripping/Platemaking	26%	68%
c. Photography	50%	44%
2. <u>Graduate Survey</u>		
a. Art		
1. Keyline and Paste-up	92%	5%
2. Layout	75%	9%
3. Graphic Design	67%	20%
4. Illustration (Printing)	56%	30%
5. Illustration (Technical)	53%	20%
b. Graphic Production		
1. Printing Methods	79%	14%
2. Typography	78%	17%
3. Stripping/Platemaking	45%	28%
c. Photography		
1. General Techniques	53%	33%

3. General Industry Survey

a. Keyline and Paste-up	92%	5%
b. Layout	67%	26%
c. Graphic Design	93%	7%
d. Airbrush	76%	21%
e. Illustration	40%	44%
f. Lettering	43%	36%
g. Sign Printing	86%	11%

Present Salary of Graduates per Month

10% - More than \$1500	14% - Less than \$500
34% - \$1000 - \$1500	9% - \$800 - \$900
14% - \$900 - \$1000	5% - \$700 - \$800
14% - \$600 - \$700	

Overall Rating of Training Received

48% Excellent 22% Very Good 14% Good 16% Fair 0% Poor

The following is the current two-year Commercial Art Associate Degree curricula presently offered in The Wisconsin Vocational, Technical and Adult Education System.

Madison Area Technical College

<u>FIRST YEAR COURSE NAME</u>	<u>CREDITS</u>	
	<u>First Semester</u>	<u>Second Semester</u>
Orientation to Commercial Art -----	1	
Design and Color I -----	3	
Drawing Fundamentals -----	2	
Lettering - Typography -----	2	
Media Fundamentals I -----	2	
Photography I -----	2	
Communication Skills I -----	3	
Psychology of Human Relations -----	3	
Typographical Design -----		2
Life Drawing I -----		2
Design and Color II -----		3
Media Fundamentals II -----		2
Photography II -----		2
Communications Skills II -----		3
Economics -----		3
	18	17

Madison Area Technical College (Continued)

<u>SECOND YEAR COURSE NAME</u>	<u>CREDITS</u>	
	<u>First Semester</u>	<u>Second Semester</u>
Illustration I -----	2	
Advertising Layout I -----	3	
Graphic Design -----	2	
Advanced Media I -----	2	
Graphic Production Processes -----	2	
American Institutions -----	3	
Eletives -----	4	
Illustration II -----		2
Graphic Design II -----		2
Advertising Layout II -----		3
Portfolio Preparation -----		2
Electives -----		4
	18	13

ELECTIVES

Introduction to Cartooning -----	2
Commercial Cartooning -----	2
Film Making I -----	2
Film Making II -----	2
Painting Techniques I -----	2
Painting Techniques II -----	2
Life Drawing II -----	2
Life Drawing III -----	2
Advanced Media II -----	2
Commercial Photography -----	3
Color Photography I -----	3
Color Photography II -----	3
Photography III -----	2
Photojournalism -----	3
Photography IV -----	2

Milwaukee Area Technical College

<u>FIRST YEAR COURSE NAME</u>	<u>CREDITS</u>	
	<u>First Semester</u>	<u>Second Semester</u>
Design I -----	3	
Drawing I -----	3	
Fundamental Photography -----	3	
Graphic Communication Processes -----	3	
Orientation to Visual Communications -----	1	
Communications Skills I -----	3	

Milwaukee Area Technical College (Continued)

<u>FIRST YEAR COURSE NAME</u>	<u>CREDITS</u>	
	<u>First Semester</u>	<u>Second Semester</u>
Design 2 -----		3
Advertising Layout -----		3
Lettering and Typography -----		3
Communication Skills 2 -----		3
Physical Education -----		1
Psychology of Human Relations -----		3
	16	16

<u>SECOND YEAR COURSE NAME</u>		
Design 3 <u>or</u> Techniques of Art Metal -----	3	
Drawing 2 -----	3	
Illustration 1 -----	2	
Advanced Advertising Layout -----	3	
Principles of Advertising -----	3	
American Institutions -----	3	
Illustration 2 -----		2
Copy Preparation for Reproduction <u>or</u> Jewelry Design -----		3
Packaging Design -----		3
Display Design -----		3
Graphics Design <u>or</u> Silversmithing Workshop ---		3
Business and Industrial Relations -----		3
	17	17

Western Wisconsin Technical Institute of LaCrosse

<u>Occupational Field Requirements</u> <u>First Year Course Name</u>	<u>Term</u>		
	<u>1</u>	<u>2</u>	<u>3</u>
			<u>Credits</u>
Fund. Math 104, 106	3	3	
Phys. Science 100, 102		3	3
Basic Art Illustration 110	4		
Intro. Photo 110	3		
Technical Drawing 100	3		
Art Design & Comp. 123		3	
Creat. Design Draw. 124		3	
Type Styles & Comp. 126		2	
Graphic Arts Paste-Up 130			3
Art Design and Comp. 133			3
Creative Design Drawing 134			3
Air Brush Techniques 164			2

Occupational Field First Year Total Credits ----- 13 14 14

Western Wisconsin Technical Institute of LaCrosse (Continued)

<u>Occupational Field Requirements</u>		<u>Term</u>		
<u>Second Year</u>	<u>Course Name</u>	4	5	6
		<u>Credits</u>		
	Art Copy Preparation 141	3		
	Advertising Layout 142	3		
	Silk Screen Design 144	3		
	Chem. Graphic Arts 139	3		
	Publications 153	2		
	Prin. Advertising 143		3	
	Advert. Art Production 151		3	
	Advertising Layout 152		3	
	Graphic Arts Camera 121		3	
	Offset Strip and Plate 141		3	
	Display Design and Production 163			3
	Audio/Visual Graphics 167			2
	Graphic Communications & Publication Problem 169			4

Occupational Field Second Year Total Credits -- 14 15 9

<u>General Education Requirements</u>		<u>Term</u>		
<u>First Year</u>	<u>Course Name</u>	1	2	3
		<u>Credits</u>		
	Communication Skills 140,145	3	3	
	Social Science			3

General Education First Year Total Credits ---- 3 3 3

<u>Second Year Course Name</u>		<u>Term</u>		
		4	5	6
		<u>Credits</u>		
	Social Science	3	3	
	General Education Electives			5
	Technical Communications 155			3

General Education Second Year Total Credits --- 3 3 8

TWO-YEAR PROGRAM TOTAL CREDITS

Total Credits Required for Occupational Field	79
Total Credits Required for General Education	<u>23</u>
Total of All Credits Required for Graduation	102

4. To ascertain revisions of the present Commercial Art programs necessary for improving the quality of instruction and relevance of the instructional programs.

Whereas keyline and paste-up, in conjunction with copy reproduction (camera-ready artwork) remain the leading area of employment and is closely followed by advertising design, graphic design and illustration, these courses should be emphasized and strengthened as well as their preparatory (prerequisite) courses.

From the data received, the following is a listing of courses resulting in the highest percentage evaluation. On this basis, the existing Commercial Art programs should be restructured to initiate or reinforce the following courses.

Mathematics

Basic Math

General Education

Communication Skills - written
Communication Skills - oral
Reading Skills
Advertising
Business Principles for Commercial Art
Typing for Composition
Psychology of Human Relations

Graphic Reproduction

Printing Terminology
Printing Methods and Concepts
Typography

Photography

General Techniques
Laboratory Procedures
Lighting

Art

The following courses are listed in order of importance according to data received.

Keyline and Paste-up	Advertising Illustration
Drawing	Technical Illustration
Preparing Art for Reproduction	Package Design
2-Dimensional Design	Display Design
Perspective	Editorial Illustration
Advertising Layout	Product Design
Graphic Design	Cartooning
Lettering	Sign Painting
Typographic Design	Show Card Lettering
Figure Drawing	Animation
Airbrush	Fashion Illustration
3-Dimensional Design	Art for Television

APPENDIX I

Graduate Questionnaire Responses

Other Starting Positions

Free Lancer
Fashion Illustrator
Graphic Illustrator
Technical Illustrator
Commercial Art Teacher Assistant
Sign and Display Designer/Builder
Draftsman
Project Supervisor
Film Processor
Process Camera Operator
Screen Printing Pressman
Stripper

Other Present Positions

Free Lancer
Animator
Technical Illustrator
Production Manager
Manager Inplant Printing and Publication
Photographer
Photo Process Technician
Catalog Writer

Other Types of Firms Where Presently Employed

Newspaper
Free Lance
Educational Graphics Department
T-Shirt Transfer Manufacturer

Other Courses Graduates Suggested Should be Offered in a Two-Year Associate Degree Commercial Art Program

Computer Graphics
Graphics of T.V., Motion Pictures and Slides
Preparation of Portfolios
Business as it relates to Commercial Art

Other Courses and Skills Required by a Commercial Artist

- A. Mechanical Drawing Tools
 - Templets
 - Mechanical Pencil
 - Drafting Machine
- B. Drawing and Rendering Tools
 - Airbrush
 - Colored Pencils
- C. Painting Materials
 - Brushes

Comments of Graduates of Two-Year Associate Degree Commercial Art Programs

The following are selected comments of Commercial Art Graduates from the Madison Area Technical College, the Milwaukee Area Technical College, and Western Wisconsin Technical Institute. They are representative of comments repeatedly made. Each comment does not necessarily refer to all three schools.

Excellent Program.

Instructors helpful.

Would like to see a business course specially relating to Commercial Art.

Offer a course in accounting and bookkeeping.

Offer a third year for specialization.

Emphasize the importance of meeting deadlines.

Give more realistic assignments.

Would like to see more typography, especially typographic design.

More drawing should be offered.

Stress the interrelationship of art, photography and printing.

Offer more assignments covering from concept through production art, the mechanical to the printed piece.

Increase and strengthen -- preparation of art for reproduction.

Emphasize professional techniques, cleanliness and skills.

Structure visits to professional art studios, advertising agencies and various supportive businesses.

Revise or reschedule Graphic Communication Course.

Offer instruction on how to prepare a portfolio.

Structure a course on logical thinking.

Include instruction on the operation of drawing viewer cameras.

Technical illustration course needed.

Have as guest speakers professional artists, art directors, designers, etc.

Offer more free-hand drawing.

Offer an introductory course to fine arts media and illustration emphasizing techniques.

APPENDIX II

Employer Questionnaire Report

Other Tasks Required of Artists

Typography
Operate process camera
Bookkeeping - clerical
General office work
Filing
Purchasing supplies

Other Commercial Art Areas

Layout for labeling and packaging
Drawing schematics
In-store and window display

Responses to question: "In what areas do you find two-year Associate Degree Commercial Artists generally lack an adequate training background?"

Type selection
Copy casting from layout
Figure drawing
Make clean, accurate mechanicals
Display Design
How to correct a piece of work (illustration, layout, mechanical, etc.) without starting over
Developing advertising concepts
Work with typography as a design element
Meeting deadlines
What to expect in way of salary
Knowledge of production methods
Perspective
Isometrics
Developing a portfolio that shows good examples of their talent

Listing and evaluation of additional areas employers felt should be taught in a two-year Associate Degree Commercial Art program

Knowledge is Essential

Technical illustration, Salesmanship, Accounting, Journalism, Marketing, Public Relations, Client Relations, Window and Retail Store Display, T.V. Storyboards, and Portfolio preparation

Some Knowledge Essential

Copywriting, Time and Cost Management, and Sales

The following is the listing of other skills and tools which a commercial artist might perform and use during their normal day-to-day functions. They were all rated essential or rating was not filled in.

Templets
Drafting
Dry mounting
Layout material (Pastels)
Color key
Matte knives

Proportion wheel
Nonreproducing blue pencils and markers
Varigraph - copy machine
Process camera
35mm slide mounter

Comments of Employers of Associate Degree Commercial Art Graduates

The following are selected comments which are representative of the more often repeated comments made on the questionnaires.

"It is most essential that each employee do their job correctly and on time. Everytime a new employee is hired it seems the same problem arises — the problem of meeting deadlines. An education in this manner of thinking should be part of the student's studies."

"We stress speed, accuracy and neatness in mechanicals and keyline paste-up. We usually find at least one of these qualifications lacking in our people until they have been on the job for some time."

"Quite often the paste-up artist aspires to the position of art director but lacks the basic training (or talent) in the essential areas of drawing (especially figure drawing, typography and type indication, and graphic design."

"Preparation of young people for a future in an advertising agency needs much more emphasis in the following areas: Layout drawing, especially figure drawing. Type design and type indication. Advertising concepts (idea) development. An appreciation of good copy-writing and translation of copy ideas into good graphic design. Television storyboards and television production techniques."

"Keeping up with the new trends in finished art preparation for the printer - there is more than one way to prepare the finished art."

"Our general observation is that most people fall short in knowledge of production."

"You must have an artist with good design and layout principles instilled as the highest priority. Without these he is simply a machine and not a creative artist, which of course advertising is all about."

"Instructors must be aware of what is happening in the field — either by working in the day-to-day environment occasionally - field trips - discussions - lectures by manufacture reps - active illustrators or graduates with experience."

"Separate classes after first 3-6 months of instruction into groups according to individual talents, such as straight graphic design, photography, keyline/paste-up, signage, package design, etc.."

APPENDIX III

Industry in General Questionnaire Responses

Other Responses to Which Best Describes Your Business

The responses to a description of your business all fell into one of the general descriptions listed. The responses to "Other" merely were more detailed explanations.

Other Responses to Job Categories Artists Work in

Camera work	Purchasing	Run Errands
Typesetting	Filing	Cartooning
Platemaking	Record Keeping	Computer Graphics
Photography	Research	Graphic Design
Drafting	Technical Writing	Model Making
Selling	Selling	Client Contact
Slide and Graphic Production		

Other Responses to Courses Which Should be Offered

The listing "other courses" were generally not rated. Those courses not rated are listed under Necessary, should be required.

Courses Which are Necessary, Should be Required

Hand lettering - Calligraphy	Bindery methods
Rendering with markers	Typographic Design
Editorial layout and design	Principles of Design
Production art for publishers	Exhibit Design
Animation techniques	Architectural Rendering
Illustration	Lettering

Courses Which Would be Helpful

Retouching	Recognition of type faces
Paper products	Motion picture production
Basic Drafting	

General Further Comments

The comments are from supervisory personnel of Wisconsin industries, art studios, advertising agencies, printing and publishing firms, audio-visual studios, etc.. They are representative of those comments repeatedly made.

"Artist must have good layout and design skills."

"More time should be spent on figure drawing and drawing of cartoons. More time spent in training of how to use equipment and comprehension of the particular function."

"I feel anyone in the art school, intending to work in a commercial field, should learn the basics of production, separation and printing. Also very important is knowledge of Typography."

"Most art majors are totally unprepared for what is a very tough, demanding business. They all want to be specialists. It's still a very challenging field for anyone willing to work at it."

"A tedious task is photo-retouching — it's a lucrative field."

"Lots of heavy deadlines in our business — thus acquiring speed is essential."

"Students are not prepared at all in marker rendering. Rendering is an intricate step in concepting. If the student can't render, he can't concept. Self-discipline and the disciplines of graphics should be stressed."

"Students should not be led to believe that there are high paying, exciting positions available unless or until they have on-the-job training following a possible internship position."

"The biggest shortcoming that I see in students' art, is the lack of knowledge in producing production art and understanding the problems involved in film work and stripping. Instructors lose touch with current methods of production by not being active in the field. I feel that the more knowledgeable an artist is in production the easier and less costly to produce his or her pieces will be; and in the long run, cost is very important as almost every art director has a budget."

"Knowledge of how a piece will get printed is as important as style and technique."

"Almost without exception, commercial art is related to printing or some other form of graphic reproduction. It is therefore most important to have a knowledgeable understanding of various reproduction methods and their basic concepts. This knowledge gives meaning to the techniques and methods of producing commercial art."

"Topping the list should be good basic drawing skills and exercises directed at developing a skilled hand. With these tools the rest comes easier and provides a degree of confidence in one's self. In addition, a good academic background is an invaluable asset in a field which is by nature a communication media."

"In addition to the school studio courses and textbook knowledge, I think exposure to various commercial art fields and contact with everyday, real world working situations is essential."

"Additional courses for verbal communication to convey the visual graphics that have been created; i.e., presentation of ideas or techniques to a group. Also, as part of a "team," the artist should be able to hold his own, along with copy, creative and marketing persons. Basic instructions in typography history and design, despite the advances in electronic methods are also needed."

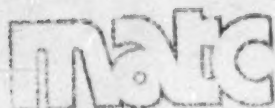
"An industrial (not consumer) advertising program for your students, whether they major in art or not, would be very advisable."

"A course in technical illustration and isometric exploded view drawing, would be helpful."

"Subject students to business operations, with regard to competitive professionalism. These attitudes and courses should be exercised and taught by instructors that have been or are exposed to business atmospheres."

"Students should have a good working knowledge of the mechanics and principles of printing."

"Any designer that knows typography, can specify type, and with a good feel of type as the design element can get a job anyplace."



MILWAUKEE AREA TECHNICAL COLLEGE

DR. WILLIAM L. RAMSEY
District Director

June 5, 1980

Dear Mr.

The Commercial Art Department at the Milwaukee Area Technical College, with the cooperation of Madison Area Technical College and Western Wisconsin Technical Institute of La Crosse, is conducting a survey for the State Board of Vocational and Adult Education. The purpose of the survey is to determine, from two-year Associate Degree graduates, their ratings and evaluations of curriculum for training commercial artists in vocational-technical schools in Wisconsin. An attempt is also being made to identify specific information on the types of jobs commercial artists hold, salary ranges, and areas of work for which they are normally responsible. You, as a graduate from a commercial art program, are in a unique position to provide us with this valuable information.

We hope you will assist us in this important survey by taking a few minutes of your time to complete the enclosed questionnaire. Any information you provide will be strictly confidential; no names will be used in the study.

Please return the completed questionnaire in the enclosed, self-addressed envelope.

We thank you for your cooperation.

Sincerely,

A handwritten signature in cursive script, reading "William H. Crandall", is written over the typed name.

William H. Crandall
Project Chairperson

WHC:sfm



State of Wisconsin \

BOARD OF VOCATIONAL, TECHNICAL & ADULT EDUCATION

ROBERT P. SORENSEN, Ph.D.

State Director
4802 Sheboygan Avenue, 7th Floor
MADISON, WISCONSIN 53702

May 20, 1980

Dear Employer/Supervisor:

The Vocational, Technical and Adult Education System in Wisconsin is conducting a research study of industrial, advertising and art establishments. This study is aimed at identifying job tasks, performance levels, general education and other learning experiences as they relate to commercial art. The Milwaukee Area Technical College has been designated to conduct this study with the cooperation of the Madison Area Technical College and Western Wisconsin Technical Institute of La Crosse.

The purpose of this survey is to obtain information which would assist in evaluation and updating of present and future programs. Ultimately, the results should provide you, as an employer, with a better qualified commercial artist employee for the future.

We will appreciate your helping us in this task by taking time to fill out the enclosed questionnaire and return it, together with the informational cover sheet, in the enclosed self-addressed envelope.

If you have any questions concerning the survey, please call Bill Crandall, Milwaukee Area Technical College, (414) 278-6342 or 278-6432.

The results of this survey will be furnished to you upon your request.

Sincerely,

Robert P. Sorensen

Robert P. Sorensen, Ph.D.
State Director

RPS/RK/bw

Enclosure

ERIC Clearinghouse for Junior Colleges
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